

CALIFORNIA AVOCADO SOCIETY AWARD OF HONOR 1970



ROBERT G. PLATT

Robert G. Platt, Extension Sub-Tropical Horticulturist, University of California, Riverside, has been named as recipient of the Award Of Honor for 1970, by the California Avocado Society. The announcement was made by Society President Crawford Teague at the Society's Annual Meeting, Saturday, October 17, at the Pala Mesa Golf Club, Lodge and Inn, near Fallbrook.

In announcing the Society's decision to honor Platt, President Teague commented that the award is made on the basis of outstanding and meritorious service to the Avocado Industry, and Robert G. Platt, during his many years of working with avocado growers has amply provided such service.

The 1970 Award Winner was present to receive the award in person and was escorted to the presentation ceremony by an honor guard, composed of previous years' winners. The ceremony was held before more than two hundred California Avocado Society members, in attendance. Mr. Platt is considered one of California's leading authorities on citrus and avocado propagation and he is a member of many important committees in both fields.

Platt, and his wife, Marjorie, live in Riverside. They have three children: William, Judith, and Katherine.